

Title (en)

Methods and apparatus to adaptively gather audience measurement data

Title (de)

Verfahren und Vorrichtung zum adaptiven Sammeln von Daten zur Publikummessung

Title (fr)

Procédé et dispositif pour obtenir de manière adaptative des données de mesure d'audience

Publication

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Application

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Priority

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- US 0304030 W 20030210

Abstract (en)

Methods and apparatus to adaptively gather audience information data are disclosed. The disclosed methods and apparatus monitor system factor(s) and select one or more sensors from a plurality of sensors positioned to gather audience measurement data based on the monitored factor(s). Thus, the disclosed methods and apparatus adapt to the conditions they face by selecting an amount and/or type of audience measurement data they gather.

IPC 8 full level

G06Q 30/00 (2006.01); **G06Q 30/02** (2012.01); **H04H 9/00** (2006.01); **H04H 60/37** (2008.01); **H04H 60/40** (2008.01); **H04H 60/43** (2008.01); **H04H 60/44** (2008.01); **H04N 7/173** (2006.01); **H04H 60/56** (2008.01); **H04H 60/58** (2008.01); **H04H 60/59** (2008.01)

IPC 8 main group level

H04H 1/00 (2006.01)

CPC (source: EP US)

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[I] WO 9512278 A1 19950504 - NIELSEN A C CO [US], et al

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WO 2004073217 A1 20040826; AR 039641 A1 20050302; AU 2003216230 A1 20040906; EP 1593217 A1 20051109; EP 1593217 A4 20090401; EP 2456104 A1 20120523; MX PA05008287 A 20050920; TW 200415484 A 20040816; US 2005054285 A1 20050310; US 2010299689 A1 20101125; US 2011289523 A1 20111124; US 2014020007 A1 20140116; US 2015312606 A1 20151029; US 2016323615 A1 20161103; US 7793316 B2 20100907; US 8020179 B2 20110913; US 8539519 B2 20130917; US 9088821 B2 20150721; US 9426508 B2 20160823; US 9936234 B2 20180403

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